Where extra consistency overcomes ordinary

Corporate brand guidelines

/thoughtworks

Introduction

Welcome to the Thoughtworks visual identity brand guidelines

This guide will answer common questions surrounding the use of our brand elements and provide inspiration and guidance on how to create consistent materials.

This manual provides guidance for producing material that is on brand.

An accessible version of this guide is in development, if you require an accessible document please contact any member of the global brand team.

Important contacts

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Please reach out to the entire team with more generic requests and questions

Global brand team
brand@thoughtworks.com

Contents

Why are guidelines important?

Building trust in the Thoughtworks brand

A brand is more than just a logo. Our brand is one of our most precious assets and a huge driver in building equity and trust in the eyes of our clients, partners as well as future Thoughtworkers.

Our brand is how Thoughtworks shows up as its authentic self.

Since we became a brand back in 1993 we have grown and evolved as an organization. Our brand — like the organization — cannot stand still, so we have updated and refreshed it. As part of this we have evolved our brand guidelines and all our key templates. We would ask you to use these, as consistency is vital: we need to be recognized instantly and people need to feel confident the things they see are authentic to Thoughtworks.

Our brand is important in helping us to continue establishing Thoughtworks as a premium partner that can deliver extraordinary impact. We need to be ourselves in a consistent and professional way.

The aim is not to slow us down nor stop us from being creative. These guidelines are designed to equip you with the standards and assets you require to efficiently create new ideas, proposals and collateral that will be instantly recognizable as Thoughtworks and help us stand out from the crowd.

As Thoughtworkers we are all brand ambassadors and have a responsibility to respect and protect our brand by adhering to the brand guidelines and encouraging others to do the same.

Core items

Logo
Typography
Colors

Logo and device

Fig. 1	Fig. 2	Fig. 3	Fig. 4

The Thoughtworks logo is a simple custom-drawn flamingo pink oblique with wave blue wordmark.

The logo should only be used in the formats and colors shown here.

Do not attempt to re-create the logo.

Do not alter or modify in **any** way.

Only use the approved, supplied logo artwork files.

Download artworks for digital and print here.

Minimum clear space around the logo must be respected. This is measured by the height of the flamingo pink colored oblique on all sides.

The flamingo wave logo is for use on mist gray, white or images with very light backgrounds. (Fig. 1)

The flamingo mist logo is for use on wave blue, black or images with dark backgrounds. (Fig. 2)

When using a different colored background or dark image, always use the white logo. (Fig. 3)

When use of color is not available use a black or white logo (Fig. 4)

Correct usage

For <u>all</u> general use

<u>Only</u> for social media avatar use and for favicons on our digital properties.

Social media example
The small logo can be used as a harder working graphic for small spaces. Awareness of the company name is ensured due to the nature of the platform and our account profile name appearing under the smaller logo.

Writing the company name.

Only the logo has a lowercase "t". Always write the company name as shown below.

Uppercase T, lowercase w.

"Thoughtworks"

For internal communications our company name may be abbreviated - although spelling it out in full is preferred.

Do this
TW
TWers
TWU

NEVER do this
tw
Tw
twers
Twers
Twu
/twers
/twu
/tw

Thoughtworks has two logo versions. The use of the small version is restricted.

The use of the smaller logo in spaces deemed too small for the full logo must be approved by our global head of brand prior to use.

Incorrect usage

Do not distort

Do not apply gradients

Do not rotate

Do not reconfigure

Do not change colors

Do not omit elements

Do not adjust scales

Do not add extra graphics

Do not add other texts

Do not create a keyline version

Do not add a keyline

Never modify or alter the logo.

Just don't.

Additional elements such as icons or words to create logos for groups, communities and other similar initiatives is strictly forbidden.

Oblique restrictions

The oblique should not be modified in any way.

The flamingo pink oblique should only be used as part of the logo.

Never modify the color

Never modify the transparency

Never modify the proportions

Never use it as a picture box

Never use it as graphic furniture or decoration in any way.

Any kind of other use of the oblique should be at the discretion of the global brand team only.

Please contact the global brand team if you have any special requests for out-of-the-ordinary uses of our corporate mark.

Logo partnerships

/thoughtworks | **Client logo**

/thoughtworks /\ **Client logo**

We have a specific method for adding other brands next to our logo

The example opposite represents a typical way to partner logos. Individual organizations may have specific guidelines of their own and should be consulted to ensure the best possible representation of both parties.

Approved logo partnership pairings and **templates for creation are available here.**

Typography

This is Bitter Bold for headlines

We're pairing Bitter bold with **Inter** for body copy and **text callouts.** Do not use any other weight of the Bitter font. Inter variable weight setting for body copy is 360. Inter variable weight setting for bold callout and subheadings is 630. Slant for *italics* is -10. If variable font settings for Inter are not available in your application (such as Google Slides) please use font styles outlined in the template.

中文标题是思源宋体

中文标题是思源宋体（Noto Serif SC）的"黑体"（Black）。我们使用**思源黑体**（Noto Sans SC）搭配思源宋体使用，正文使用"正常"（Regular），**副标题和强调**时使用"粗体"（Bold）。中文不使用任何形式的斜体。中英文混排时，标题的中文部分为思源宋体，英文部分为Bitter，正文和副标题的中英文部分均使用思源黑体。

ใช้ Kanit สำหรับการพาดหัวข่าวภาษาไทย

ใช้ Kanit เคียงคู่กับ **Sarabun** สำหรับส่วนที่เป็นเนื้อหารายละเอียดและส่วนขยายเพื่อไฮไลท์คำ ใช้ Kanit Bold สำหรับการพาดหัวข่าวภาษาไทย ใช้ Bitter Bold สำหรับการพาดหัวข่าวภาษาอังกฤษ ใช้ Sarabun Regular สำหรับส่วนที่เป็นเนื้อหารายละเอียดและใช้ Sarabun Extra Bold สำหรับ**ส่วนขยายเพื่อไฮไลท์คำและหัวข้อย่อย**

```
This is FIRA CODE it's our monospaced
typeface for coding and technical projects
```

Thoughtworks uses two core typefaces, with specific versions for other characters and languages.

[Download Bitter Bold for headlines here.](#)

[Download Inter for bodycopy here.](#)

Type sizes are difficult to specify in this section of the guide. Always refer to the template provided and the specific needs of your canvas size/legibility.

Different typefaces are required for Chinese and Thai.

[Download Noto Serif SC Black for simplified Chinese headlines here.](#)

[Download Noto Sans SC Regular and Bold for simplified Chinese bodycopy here.](#)

[Download Kanit for Thai headlines here.](#)

[Download Sarabun for Thai bodycopy here.](#)

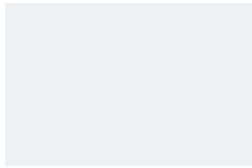[Download our monospaced typeface (not required for marketing projects) here.](#)

Color

Talc white

C:0 M:0 Y:0 K:0
R:255 G255 B:255
#FFFFFF
(no Pantone)

No white text on top

Mist gray

C:5 M:2 Y:2 K:0
R:237 G241 B:243
#EDF1F3
PMS 656

No white text on top

Onyx black

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000
(no Pantone)

Passes all

Flamingo pink

C:0 M:77 Y:35 K:0
R:242 G:97 B:122
#F2617A
PMS 709

AA-large* text only
AAA- fail
UI elements: pass

Wave blue

C:100 M:60 Y:45 K:25
R:0 G:61 B:79
#003D4F
PMS 2182

Passes all

Turmeric yellow

C:19 M:51 Y:100 K:3
R:204 G:133 B:10
#CC850A
PMS 2014

AA-large* text only
AAA- fail
UI elements: pass

Jade green

C:62 M:21 Y:63 K:2
R:107 G:158 B:120
#6B9E78
PMS 556

AA-large* text only
AAA- fail
UI elements: pass

Sapphire blue

C:71 M:20 Y:31 K:0
R:71 G:161 B:173
#47A1AD
PMS 2219

AA-large* text only
AAA- fail
UI elements: pass

Amethyst purple

C:70 M:76 Y:26 K:9
R:99 G:79 B:125
#634F7D
PMS 7447

Passes all

Dark flamingo

R:189 G:66 B:87
#bd4257

AA-large*
and small text
AAA-large* text only
UI elements: pass
Currently used
for hover states on
anchor links.

Thoughtworks has a contemporary palette of mature and bright colors.

Tints and shades of the colors can only be used for bar graphs, pie charts and similar diagrams with more categories than we have individual colors for.

Meeting accessibility standards is important when using color and typography.

 *18pt, 24px or BOTH 14pt and bold
w3.org/TR/WCAG21/#contrast-minimum

AA is the minimum government accessibility standard, AAA is the higher standard. This is for persons with lower vision.

Dark flamingo is for interactive links.
This color should ONLY be used for hyperlinks to provide standout and maintain good accessibility standards. It should never be used in any other way.

It looks like this example.
Underlined for PDF documents

It looks like this example.
The color **changes to dark flamingo** on rollover for web sites

Typography – use of color for good legibility

Good Legibility	Good Legibility	Poor Legibility

Main headline
Call to action

Main headline
Call to action

Main headline
Call to action

Main headline
Call to action

Main headline
Call to action

Main headline
Call to action

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Main headline
Call to action

Main headline
Call to action

Maintaining good legibility is important to ensure our content is accessible by as many people as possible.

Care must be taken to ensure good contrast is maintained and color clashes are avoided.

Our headline typeface is always presented large and bold. Headlines are typeset in black or white wherever possible.

The call to action under the headline can be in color.

Not all headline colors for call to action text will be legible on a colored background.

Within interactive ebooks, whitepapers and other marketing materials (outside of website) body copy should always be typeset in black with hyperlinks **underlined in dark flamingo.**
Color can be applied to bullet points as in the examples below.

- The bullet color is amethyst purple
- The bullet color is flamingo pink
- The bullet color is sapphire blue
- The bullet color is jade green
- The bullet color is wave blue
- The bullet color is turmeric yellow

Typography – use of color as a design element

Correct use of color

We are hiring developers for temporary roles
Apply today

The **call-to-action** should be colored to separate it from the main headline

Perspectives
The new force of data

Call to action

A **single word or phrase** can be colored at the start of a headline to highlight a theme. In this instance, use Inter 630 for the call-to-action

What does Black History Month mean to me?

A **single word** or **collection of words** can be colored within a headline.

Incorrect use of color

We are hiring developers for temporary roles in Chicago
Call to action

Do not use a color for the main headline instead of black or white

Experimenting with green cloud team goals
Call to action

Do not use for decoration.
Do not overuse multiple colors

Wherever possible headlines should be typeset in black or white.

A campaign concept or specific messaging requirement may create a need for colored headline text highlighting this can be applied with the considerations opposite.

Typography – Leading and tracking (spacing)

Bitter Bold for headlines should be typeset with zero values for letterspacing and 'Auto' leading. Optical character spacing is preferred over metric character spacing.

Inter 630 (variable) should be typeset with slightly more open line spacing (leading) than the 'auto' setting. This example is 8pt on 12pt leading. (auto is 9.6 in this instance)

The same applies for Inter 360 (variable) for all other body copy typesetting. Copy and paste text blocks from templates to other documents and scale in proportion to maintain line spacing proportions across different sizes. All side panels in this document are typeset with the values shown below.

If the variable values are not customizable within your app, use Regular or Bold. Professional design apps from Adobe will support the correct variable value.

Use the guidelines here to ensure your typesetting is as consistent across Thoughtworks as possible.

Different languages and different sizes often require a little crafting and adjustment to maintain legibility.

Whenever possible any new design project should be started from a template. If a template is not available for a particular piece, use a template for a similar item and customize. e.g The ebook template can be easily modified to create double-sided printed flyers.

Guidelines and references here apply to professional Adobe design apps only.

Use these examples as a visual guide for other applications.

Images

Illustration
Photography
Photographic texture

Illustration

Sometimes you won't have the photo you need to express an idea or concept.

Illustration can be used in place of photography when required.

Images must always be in vector format with areas of flat color and always be created with the core brand palette of colors.

The only exception to the colors is the addition of skintones to better express diversity.

Ilustration selection is **restricted to the marketing design team**.

If you wish to use illustration within your work please reach out to your marketing and design team who will be able to assist you.

View the image library here.

Illustration style guide

Do not do this

Do this
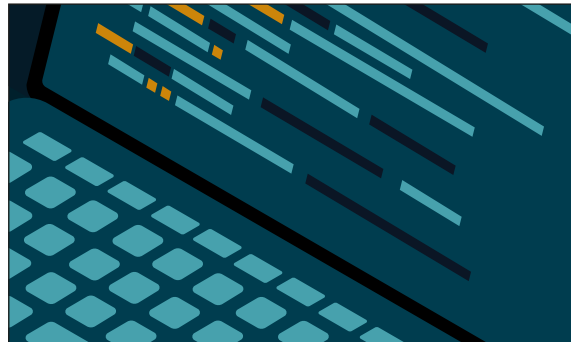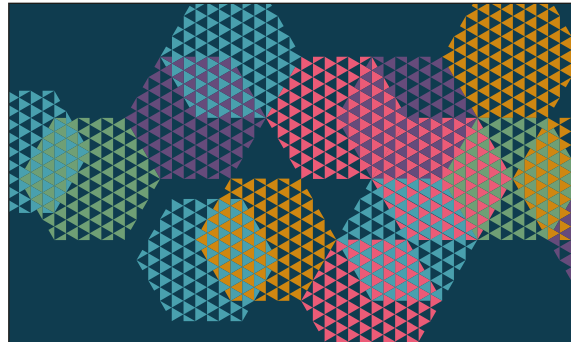
Avoiding images that feel more like clip-art is important.

Illustration, like any art form, can be difficult to get right in a corporate environment.

The examples opposite should help you in determining if your selections 'feel' Thoughtworks.

Always remember that your illustration must be created using our brand colors.

Photography

Always authentic.

Photographs of our people solving complex problems for our clients, tell wonderful stories. Images can be color or black and white.

Black and white images should be an unadjusted greyscale conversion of our signature style color images.

We always and **only** use images of real employees when depicting our Thoughtworks people
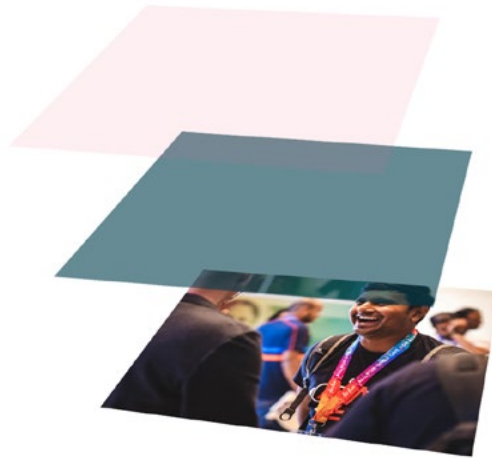
Check out the photo library here.

Stock images may be used but should be checked with marketing teams and brand design contacts oulined at the start of this document.

DO NOT put images into shapes such as circles, triangles or polygons.

Always follow the core 50/50 design logic as set out later in this guide.

Photography – signature style

Color: Flamingo pink
Blending mode: Overlay
Opacity: 10%

Color: Wave blue
Blending mode: Screen
Opacity: 60%

Original photo

Original

With signature color treatment

Standard black and white

Signature black and white

Our black and white images are a greyscale conversion of our color images.

If using images not included in our library, please convert to our signature color first, then convert that image to greyscale.

If your original image is already black and white, make sure you have a nice balance of dark shadows and details in the highlights. Then run the TW_Colorize action on the image and convert back to grayscale to create a Thoughtworks Signature black and white image.

When images in our signature color style are converted to greyscale it gives us a consistent look for black and white which is unique to Thoughtworks.

Always Thoughtworks.

Our color photographs of people use a signature color treatment at all times.

Should you need to convert an image please use our custom Photoshop action. **Download the custom action here.**

A full library of our authentic color images are available in our photo library

Check out the photo library here.

The same library is also available in pre-converted black and white images

© Thoughtworks 2022

Use of signature style

Authentic Thoughtworks

Signature style applied

Stock images

Signature style applied

Texture and abstraction

Signature style NOT applied

Client supplied/client story stock image

Signature style NOT applied

Authentic color photographs of Thoughtworkers or Thoughtworks locations (found in our library) use a signature color treatment at all times.

Stock photography associated with a piece of marketing design (not linked to a client story) should be colored.

Texture and abstraction images should NOT be colored.

Images from partners and third parties and images directly associated with a client story (stock) should NOT be colored.

When a collection of images requires different colorizing techniques, you may apply the Thoughtworks signature style to all images to help your design feel cohesive.

Should you need to convert an image please use our custom Photoshop action. **Download the custom action here.**

ACTIONS

thoughtworks.atn

Texture and abstraction
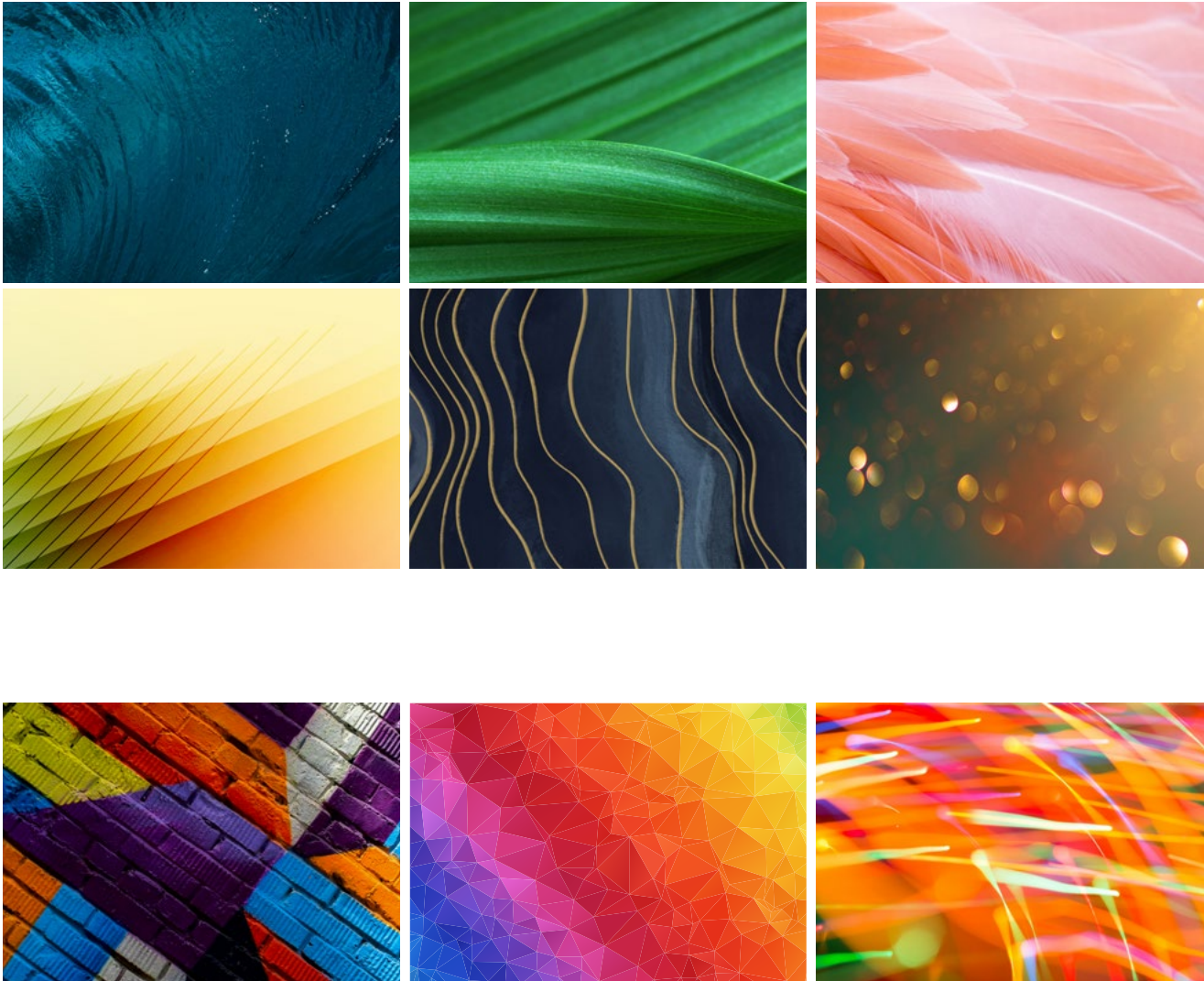
Abstract images are a great option when you need a background for a typographic design.

Abstract and texture images should always be as mysterious as possible making it difficult to tell what it actually is.

Only use our approved Adobe Stock library to ensure your images are properly licensed.

View the image library here.

Employer brand considerations

Our tone of voice can often require a little more diversity when producing employer brand materials.

There can be a need for something more vibrant and youthful at times.

Design

Method
Examples
Employer brand

Design and layout method
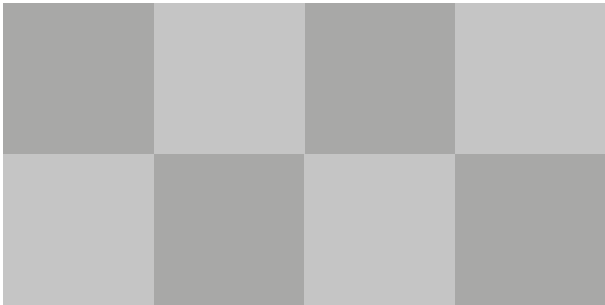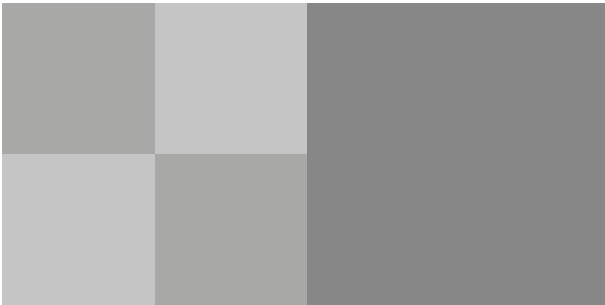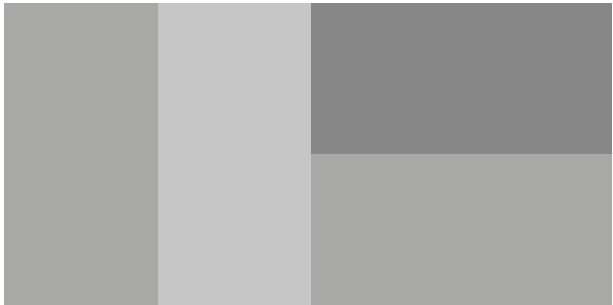
Thoughtworks graphic design is based on a simple 50/50 method for speed and consistency.

The basic principle is to provide areas for creative freedom to express visual concepts, paired with clean and simple space for legible typography.

Every layout canvas or design starts with one shape which is halved and halved again to create the grid/building blocks for the design.

Sample divisions are shown opposite with further samples and exploration shown throughout this guide.

Design and layout examples

Here are some examples that will give you a sense of how the 50/50 design method works.

These specific examples should not be used for any projects or reproduced from this guide in any way. They are to give inspiration for starting any job such as flyers, postcards etc.

Please note use of logos, color, typography, and images as outlined earlier in this guide.
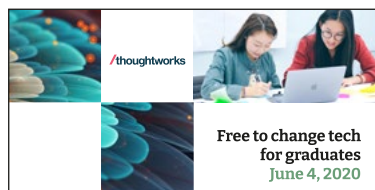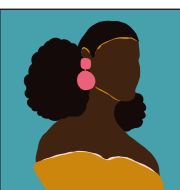
Introduction

Designing for our employer brand

Thoughtworks has one visual identity, but sometimes we need to craft our messaging and visual style to suit a particular audience.

How we communicate with clients can be very different to how we communicate with potential candidates and existing employees.

When designing for our employer brand we need to ensure we're having great conversations about our people, our culture and life at Thoughtworks.

- Thoughtworks is for technologists looking to grow
- Thoughtworks cultivates curious minds to make extraordinary impact

The positioning line is a variation on our main corporate strapline. For all employer brand communications and marketing materials always use the text below.

Together we make an extraordinary impact

Employer brand design considerations

Empower your career
Join us

Employer brand

Energetic
Approachable
Smiling faces
Events
Casual
Interaction
Teamwork
Diversity
Careers headline
Careers call-to-action

Navigating transformation
Read the report

Business-to-business

Trustworthy
Confidence
Mature colors
Smiling faces
Black and white or color
Portraiture
B2B headline
Knowledge call-to-action

Thoughtworks has a single visual style used for all types of communications

The examples opposite show the same design, but different content and use of color shift the tone of the piece from a business-to-business audience to a candidate facing one.

When using images of a singular person, consider including more images to give a greater impression of a team. Sometimes this is not possible when the design brief stipulates a single person feature.

Employer brand image considerations

This is **not** authentic.

This is authentic.

Are your photographs of people authentic?
We only use images of real employees, never stock images.

This **isn't** our work culture

That's more like it!

Are your photographs of people diverse and inclusive?
We're a global company.

Not how we illustrate a good time

This is life at Thoughtworks

Does it tell a good story about life at Thoughtworks?
We work hard and we also like to have fun. Make sure we show our people and our company in the best possible light.

How we communicate with clients can be very different to how we communicate with candidates.

When designing for the employer brand space we need to ensure we're having great conversations about our people, our culture and life at Thoughtworks.

Thoughtworkers may need to provide written consent for their image to be used.

Employer brand image considerations

This feels very serious.

This feels exciting and inclusive.

Are your texture and abstraction images exciting, colorful and energetic?
Consider how your image choices make you feel and if they help convey a message. Ideally they shouldn't be just decorative.

This may be too complex

This includes a human element.

Do your illustrations instantly make you think of people?
Abstraction can be great, but consider pairing abstraction with images of people. If you lead with an illustration consider including a human element.

Highlighting individuals

Anonymous

Should it be an illustration or a photograph?
Real images of real people reinforces our authenticity, but sometimes an illustration can create more visual impact.

Illustrations can prevent the need to update artwork if someone leaves the organization.

Lead items

Letterheads
Business cards
Presentation decks
Google Docs
Ebooks / Whitepapers
Brochures
Posters
PDF export accessibility

Corporate letterheads

20mm

20mm

thoughtworks

55mm

Ms Grace Quirrell
123 Some Street
Anytown
Somewhereshire
P05T C0D3

June 12 2023

Dear Ms Quirrell

Ferro quas dolo omnihit la simi, ab ipid quid ut inihicte porro ius et lit fugiant moluptam, consequibus. Tempedi gnatur magnam adi denitatibero is et quaectas mo omnissunt ma nim aut alibusam velest elicit idi aut ut et ari dolecabore volupturem quis quatum sit etur, saperes sequatium soluptate nam voluptatur adi ut quatem reria doluptaque prest, sin comnimaior arumquis ilit qui rerciam, quo omnis quat.

Uptiand itibus est el minis voluptati corerro es volupta tibusdantem id erferunt vent maximil iquiae volenihit lam aut que est hilit eatet pellamet as rerae con consedi oritate nim voloriae num vel id moluptis ma qui te perersped modisquam, evendipiciis nimus mos aut ipsa nonsenditae nis aut autem incti nonseque odigenis doloriam, commodiorum am del mcora nient od quae. Nam es am estem. At enis evelicieni qui ne volorpo rioruptur, nis et landi coris et etur, omnihil essunt exces nonsequ iatempor simusant fugitio nseque

eribusaped es asinvenimet est officiminus ad magnim faccust aut moditis sint as apid eum im dolupta tusaepudio volutem porror solecerit, quatem laborem id moluptur modis adita cum dolorios solorem porporerum es aut qui am solore, im ditatia nobisin pare nonsequam reperovid maxim as aut mo etur aliquibere consedi psapicil eatia nume molorrorrum et laborum videlitat auda aborum arcipis doluptatur aut reriscid quunt quod quia ne velicte mpore, qui destiurest eum fugit fuga.

Yours forever

Your new gorgeous brand

· Recommended maximum letter length

Thoughtworks Ltd. First Floor, 76-78 Wardour Street, London, W1F 0UR, UK
T: +44 (0) 20 3437 0990   E: info-uk@thoughtworks.com   W: thoughtworks.com
Company registration number 4091535. VAT registration number 788 6009 83

20mm

16mm

Corporate letterheading

Paper is pre-printed and artwork or layout should never be reproduced from anything except the approved artwork files.

A4 (210x297mm) sample shown

A Google Docs template is available to ensure your content is positioned perfectly and uses all the correct type styles and Google Doc formatting.

Letterheads should be printed on a 120gsm (80lb) high white non-watermarked matt stock — or the equivalent in country of production. Care must be taken to ensure specified printing and stock choice is suitable for laser printers. Always seek advice and request samples from your vendor.

Download the Google Doc template here.

Corporate business cards

16pt Name lastname

8pt Job title or role

8pt +1 571 217 2132
@twitter
email@thoughtworks.com
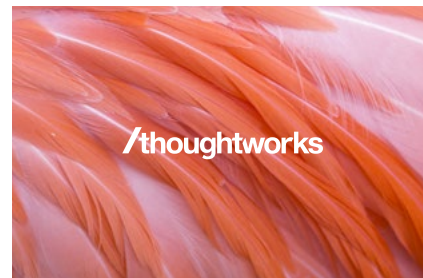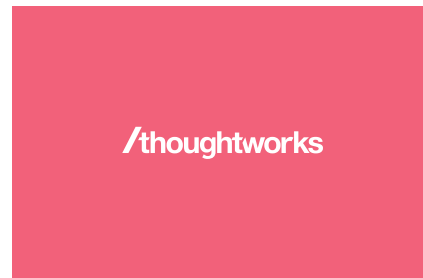
Making a good first impression is important.

Business cards come in a variety of colors to suit your style.

A preset selection of images are also available. (Small selection shown here).

Templates for short and long names are available.

Small variations in country-specific standards may apply to the measurements. These guides are based on an 84x55mm card.

Business cards should be printed on a 300gsm (150lb) high white non-watermarked matt stock — or the equivalent in country of production. Always seek advice and request samples from your vendor.

Download Adobe InDesign card templates and premade PDF artwork here.

ONLY use the preset designs available.

Presentation decks

Table of contents page
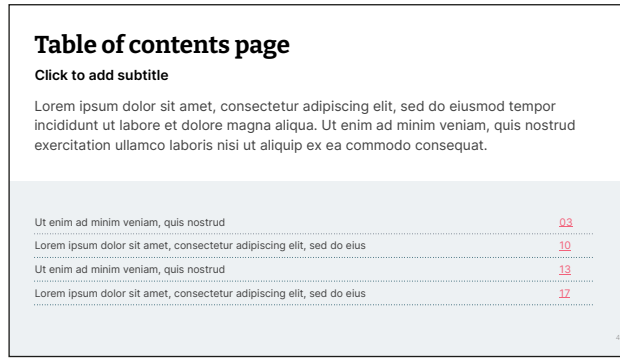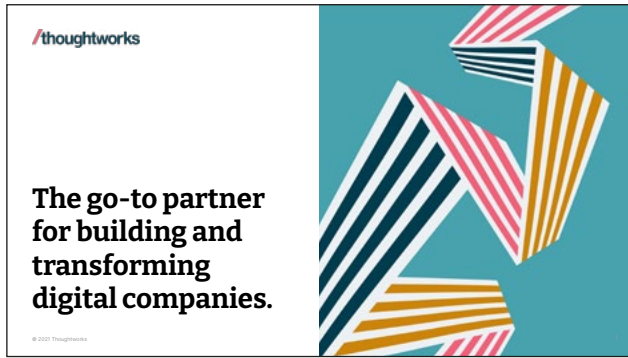
Use the guidance here to maintain a consistent visual style for our presentations.

Our presentation deck style follows on from our core design method with simple, bold text and graphics areas.

Diagrams and other similar graphics can be simply copied and pasted from **our diagram template deck** to compliment your presentation with consistent data and process visualization.

When creating a new presentation, always choose the Thoughtworks template option from the Google Slides template gallery.

Slides shown opposite are for visualization purposes only.

Google docs

**This is a cover
title in Bitter bold**

This is subtitle in Inter semibold

/thoughtworks

Table of contents

© 2021 Thoughtworks
3

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© 2021 Thoughtworks
5

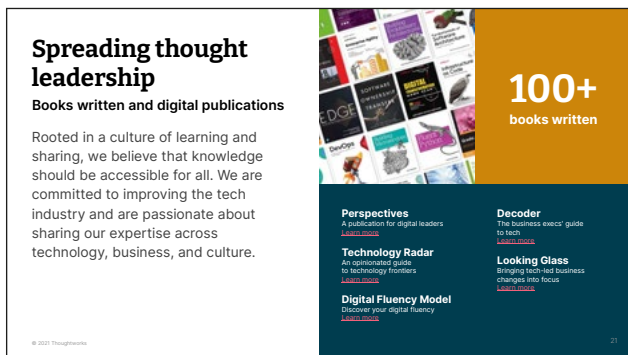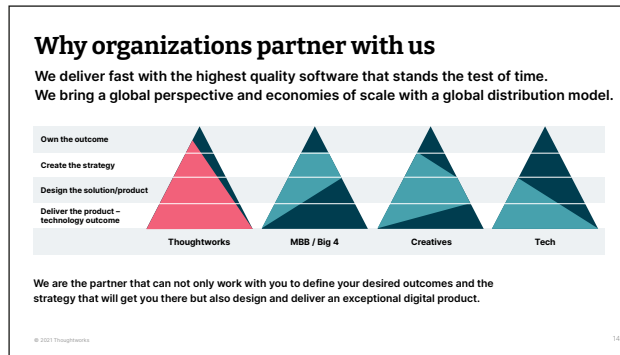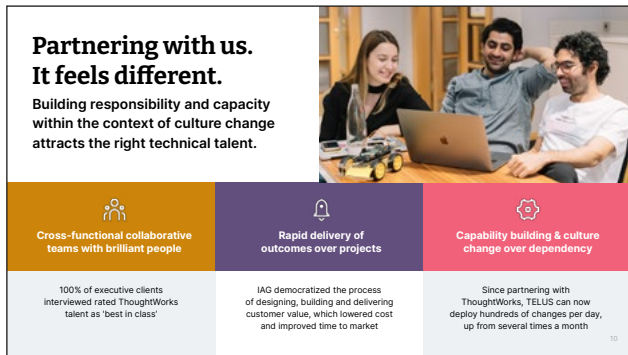/thoughtworks

Name Surname
Job title
email@thoughtworks.com

Use the guidance here to maintain a consistent visual style for our presentations.

Our Google docs follow on from our core design method with simple, bold text and graphics areas.

Diagrams and other similar graphics can be found in **our diagram template deck** to compliment your document with consistent data and process visualization.

Start your document from our Thoughtworks template here.

Ebooks and whitepapers

Page 1 (layout diagram)

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H1 This is our ebook title

This is our ebook subtitle

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/thoughtworks

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Footnote/source text outside of main text frame

Our ebooks and whitepapers are delivered as interactive PDF files.

Documents are 148mm x 210mm in a portrait format and 210mm x 297mm for documents with larger amounts of content. (Small version shown here)

Always **use the approved template, which can be downloaded here.**

Ebooks and whitepapers

Cover page

This image is a placeholder

H1 This is our ebook title

This is our ebook subtitle

/thoughtworks

Contents page

H1 This is our ebook title

H2 Lorem ipsum dolor sit amet 3
H3 Scelerisque fermentum dui
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Sapien pellentesque habitant morbi 7
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2

Styles page

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3

H1 This is our ebook title

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9

Thoughtworks is a global technology consultancy that integrates strategy, design and engineering to drive digital innovation. We are 12,000+ people strong across 50 offices in 17 countries. Over the last 29+ years, we've delivered extraordinary impact together with our clients by helping them solve complex business problems with technology as the differentiator.

/thoughtworks


Here's a selection of pages from the template

A range of cover designs and content pages ensures your story can be told.

Interactive elements such as logos, contents listings, URLs and references are hyperlinked to internal pages within the document or to external sources further enhancing the overall experience.

Always **use the approved template, which can be downloaded here.**

Brochures, data sheets and inserts
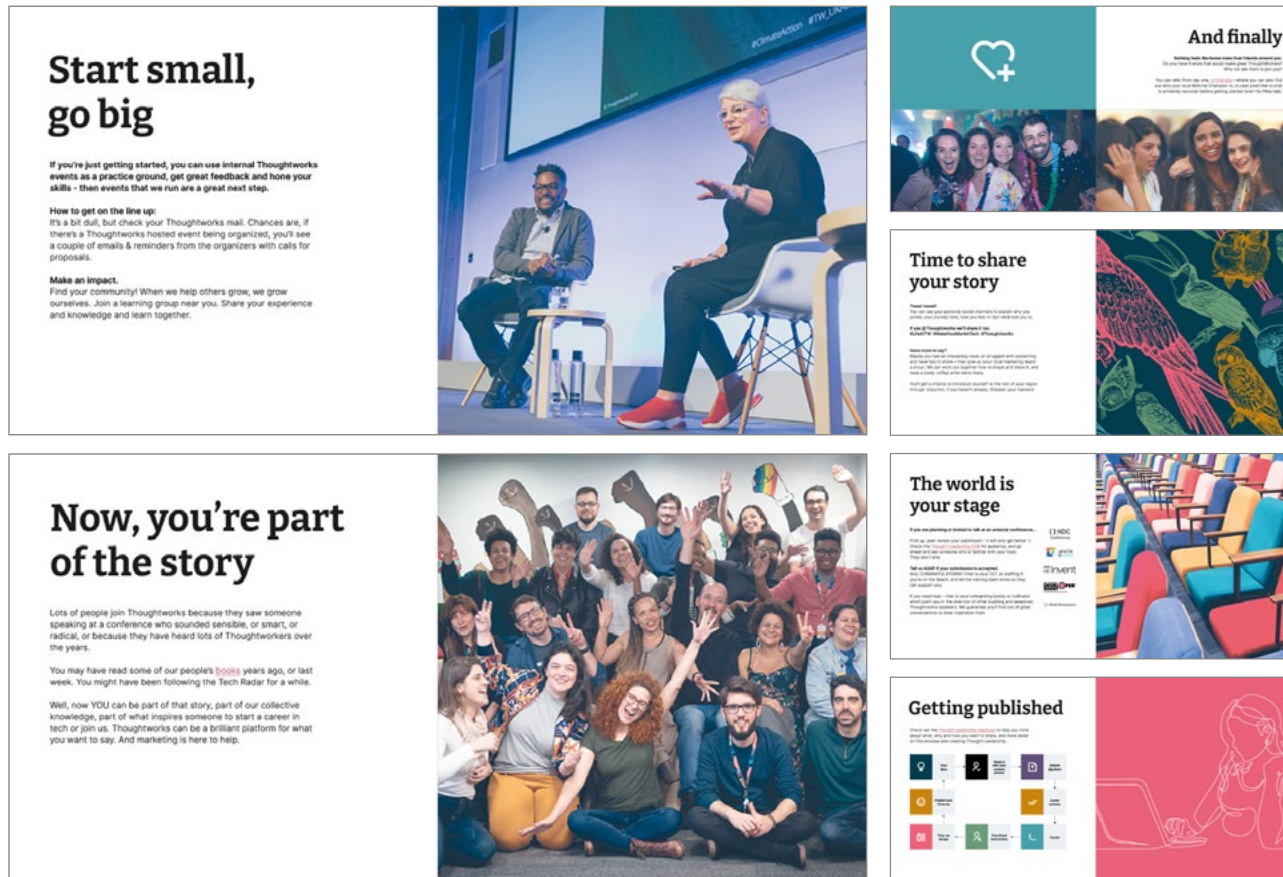
This example: 210mm Square (EU format) Digital delivery (PDF) and printed brochure.

Long copy, multiple page PDF files and printed documents.
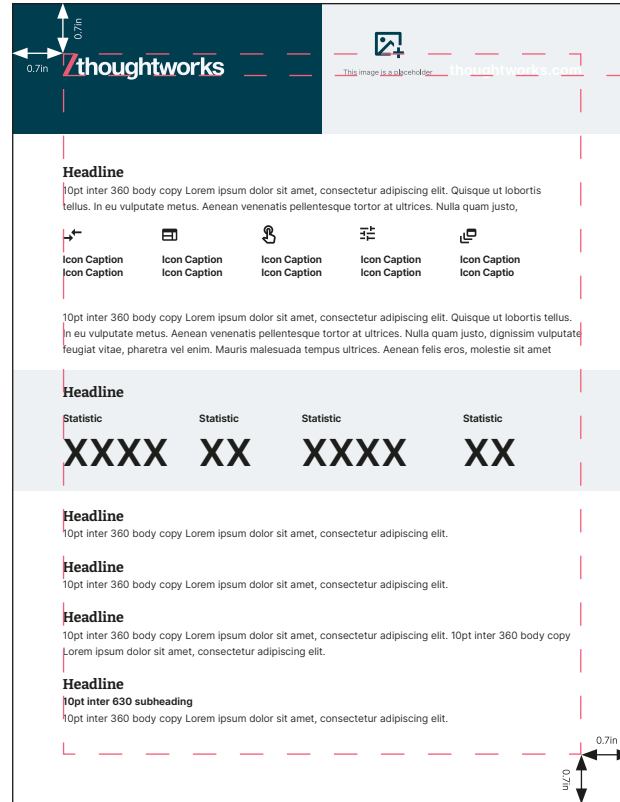
Templates are available to be used as "start files" for single and two page sheets. Longer brochures can vary in content and format. **Starter files for existing pieces are available** to get you started with your bespoke design.

Ebook and social media card designs should also be considered as part of layout inspiration to ensure a "family feel" across all items.

Single page mini-brochures and data sheets

Commonly produced single page pieces of corporate literature form a large part of corporate comms.

Templates are available to be used as 'start files' for single and two page sheets. Modifications by designers may be required to suit specific content.

Be mindful of maintaining the format shown opposite to ensure best possible consistency across our library of documents.

Typically produced in US LETTER format (shown opposite).

Download your templates here.

Posters

Poster 1

35mm / **35mm** / **35mm** / **35mm**

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Headline over several lines

Subheading one one line is possible
Lorem ipsum melores dior annus scriptor
datum delores. Saggius datum si meloria.

thoughtworks.com/url/url

/thoughtworks

Poster 2

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Headline over several lines

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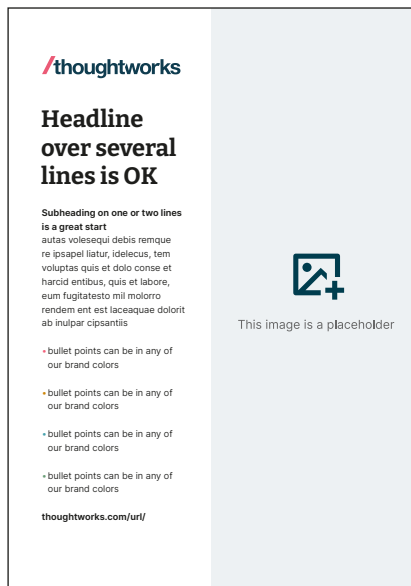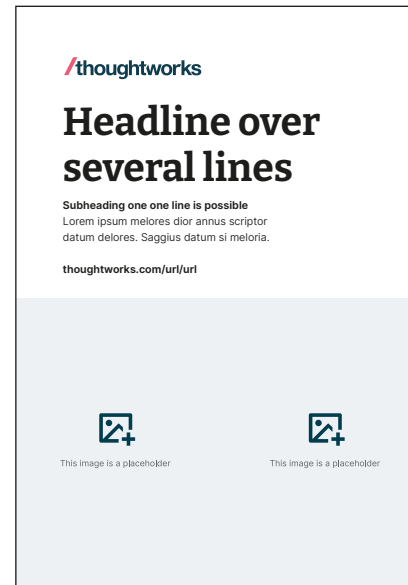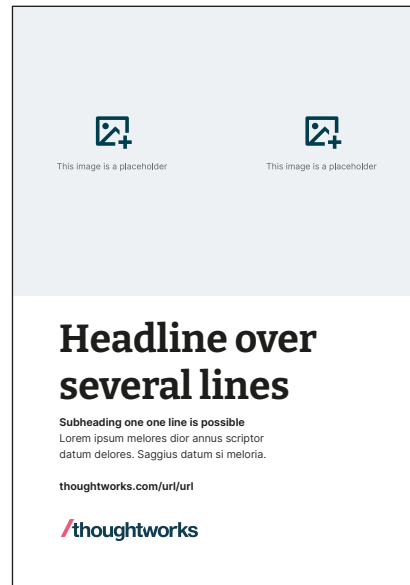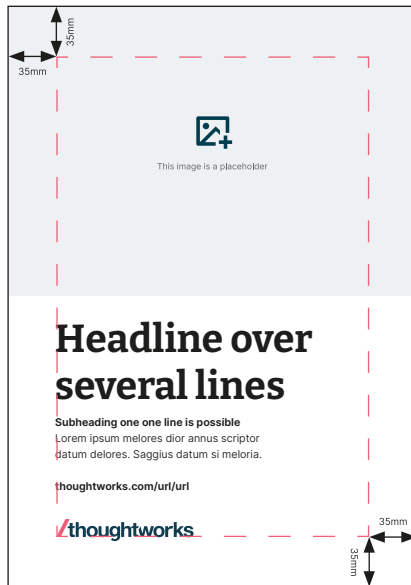Lorem ipsum melores dior annus scriptor
datum delores. Saggius datum si meloria.

thoughtworks.com/url/url

/thoughtworks

Poster 3

/thoughtworks

Headline over several lines

Subheading one one line is possible
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datum delores. Saggius datum si meloria.

thoughtworks.com/url/url

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Poster 4

/thoughtworks

Headline over several lines is OK

Subheading on one or two lines is a great start
autas volesequi debis remque
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voluptas quis et dolo conse et
harcid entibus, quis et labore,
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rendem ent est laceaquae dolorit
ab inulpar cipsantiis

- bullet points can be in any of our brand colors
- bullet points can be in any of our brand colors
- bullet points can be in any of our brand colors
- bullet points can be in any of our brand colors

thoughtworks.com/url/

This image is a placeholder

Poster 5

Headline over several lines

Subheading one one line is possible
Lorem ipsum melores dior annus scriptor
datum delores. Saggius datum si meloria.

thoughtworks.com/url/url

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/thoughtworks

Poster 6

Developer podcast

Subscribe to our new channel today
We'll be talking about the challenges
of remote work in our first episode

thoughtworks.com/podcasts/dev

/thoughtworks

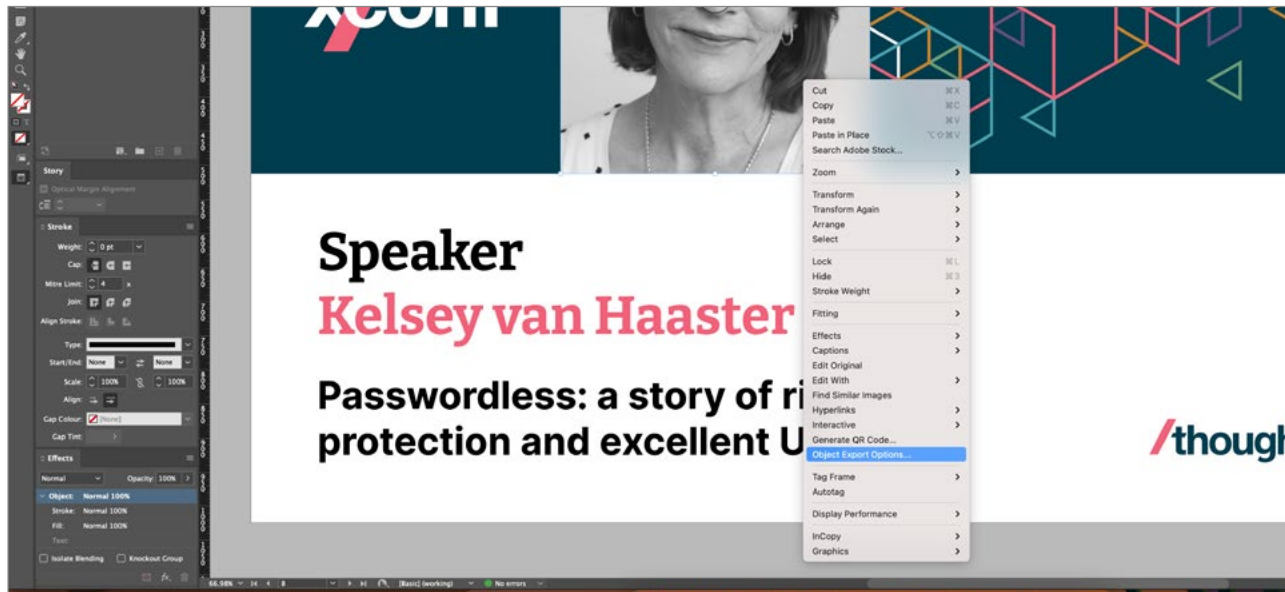**Posters and notifications are commonplace within offices**

Templates are available to be used as 'start files'.

Ebook covers form the start point for posters to maintain an overall visual consistency of items.
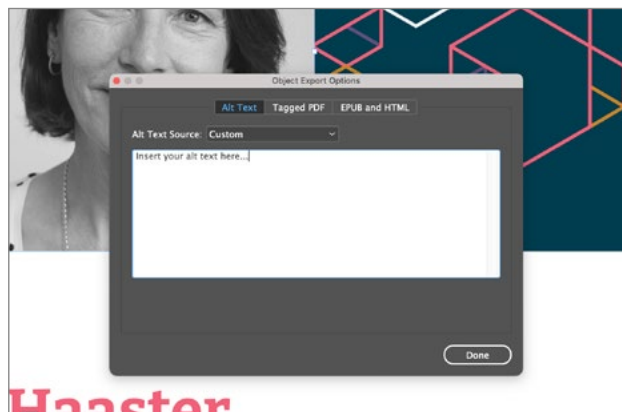
A3 templates shown opposite with one sample poster for inspiration.
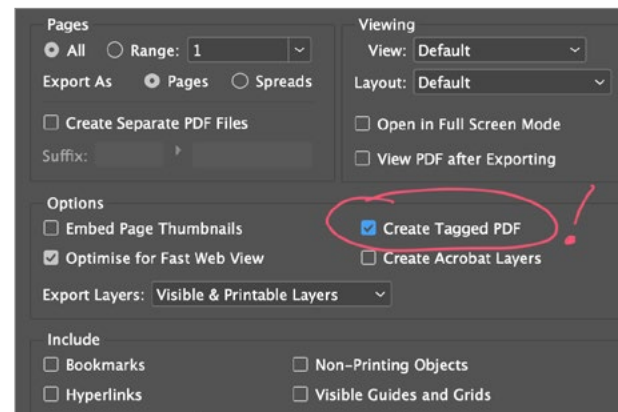
Download your templates here.

PDF file export

Right-click or control-click your image and select **Object Export Options** from the menu.

input your alt text and click **done**.

Remember to **check the tagged PDF option** in the PDF export options.

People with visual disabilities cannot discern graphics and images, so accessible PDF files need to include alternate text descriptions that assistive technology such as screen readers or text-to-speech engines can vocalize in order to describe the image to the user.

This is particularly important for documents such as ebooks outputted as a PDF file or with any other information/data sheet that contains placed images such as diagrams, photographs, abstract textures or illustrations.

Additional information can be found on the Adobe website.
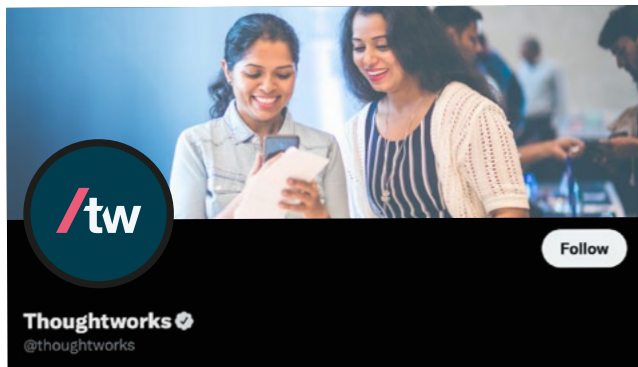
Read the Thoughtworks accessibility handbook

Social media

Header panels
Profile pictures
Post/feed graphics

Social media profiles

Social media graphics - generic graphics card

The headline
really shouldn't
be any longer
than this one
Month 24

100px

100px

This image is a placeholder

908px
(50%)

1816px

52px

/thoughtworks

1024px

Maintaining a consistent style across a visually complex platform is important to ensure our audience recognizes our content instantly.
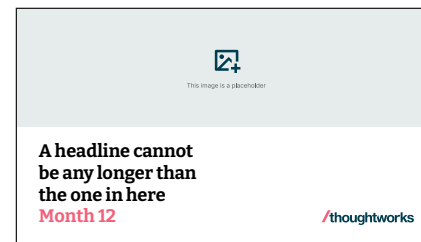
The diagram opposite forms the basic structure of the social card and should always be the starting point for any designs.

Typography should be set in black or white with only the call-to-action highlighted in a brand color.

A document size of **1816px X 1024px** is suitable for organic posts on Facebook, Twitter and Linkedin. Paid advertising requires specific sizes that vary by platform and should be obtained from the associated website to ensure current specifications are met.

Exploration of the 50/50 design method outlined earlier in this guide can then be applied to create further layouts.

Download Adobe InDesign starter files for social media here.

This image is a placeholder

The headline
really shouldn't
be any longer
than this one
Month 24

/thoughtworks

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/thoughtworks

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This image is a placeholder

The headline
shouldn't be any
longer than this
Month 24

This image is a placeholder

A headline cannot
be any longer than
the one in here
Month 12

/thoughtworks

Instagram and Instagram stories

The headline really shouldn't be any longer than this example shown, there is room for stickers

Month 24

250px

165px

165px

200px

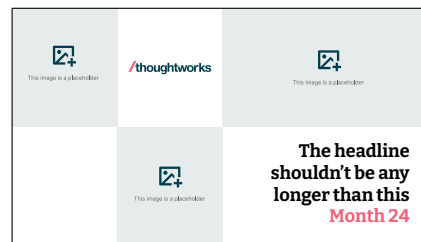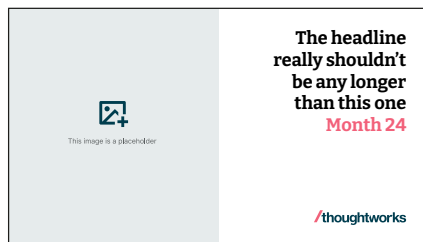**Maintaining a consistent style is just as important for Instagram.**

The diagram opposite forms the basic structure of the social card and should ALWAYS be the starting point for any designs.

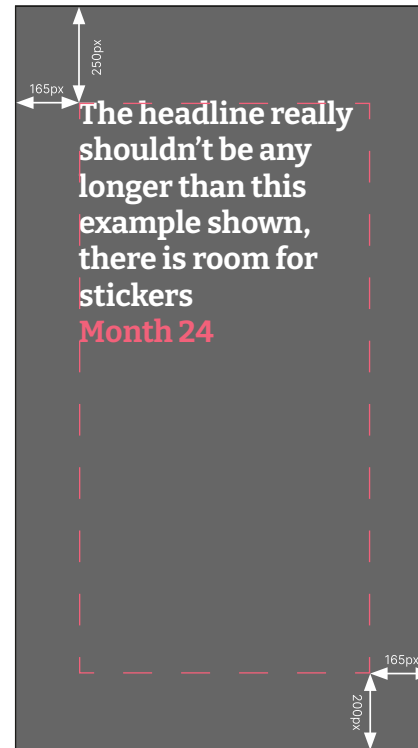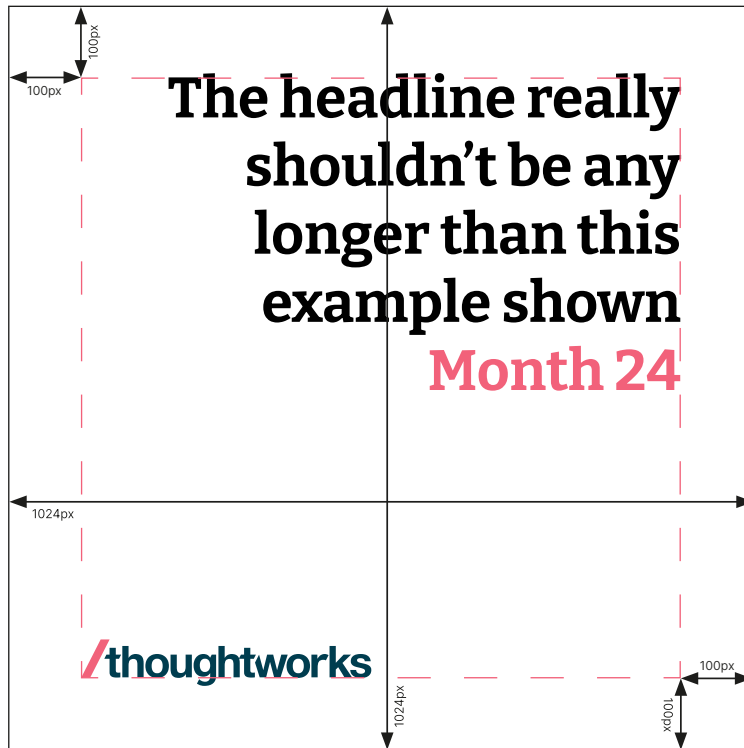Typography should be set in black or white with only the call-to-action highlighted in a brand color.

A document size of **1024px X 1024px** is suitable for square posts and **1080 X 1920px** is suitable for stories.

Download Adobe InDesign starter files for social media here.

Due to the small size of the canvas, simple full-bleed layouts are preferred.

"A quote uses story mode text alignment to visually enhance the positioning of quotation marks. A quote uses story mode text alignment to visually enhance the positioning of quotation marks. A quote uses story mode text alignment."

Firstname Lastname
Job title, role etc.

This image is a placeholder

The headline really shouldn't be any longer than this example shown

Month 24

This image is a placeholder

The headline really shouldn't be any longer than this example shown

Month 24

Graphics

Charts and diagrams
Infographics
Icons and internal products

Charts and diagrams

Business and technology

Lean value tree in context

Venn diagram

Timeline

Thoughtworks integrated design

Timeline

Use a simple flat graphic approach to diagrams and charts for presentation decks, blogs and other materials.

Always use the approved diagram presentation deck to start building your assets.

Exports are possible from Google slides to SVG Files suitable for use in Adobe Creative apps for designers.

Get the Thoughtworks diagram library here.

Infographics

Work starts
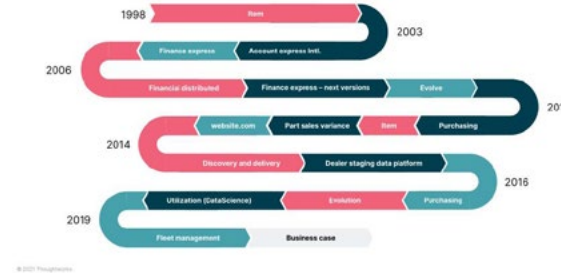

2 Weeks

36%

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Lorem eos aperum autem sequunt, se peria asperro esto verfero volor aut ut omnia doluptat ut

Client meeting

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Lorem eos aperum autem sequunt, se peria asperro esto verfero volor aut ut omnia doluptat ut

Results checked

We use the 50/50 design method for our visually rich infographics.

Please refer to page 23 for an introduction to this design method and its simple yet flexible approach.

We recommend starting with one square shape and multiplying that to create your grid of different sized spaces to contain the information, statistics or story.

Icons are available from remixicon.com

Icons and internal products

Timeworks

Reports

Leave

Jigsaw

Helpdesk

Laptop registration

Labs

Thoughtworks Central

A consistent, simple set of over 2,000 icons are available.

Icons for internal applications on the Okta dashboard are sourced from **remixicon.com**

Icons can be in color, but whenever text is added, the text should always be in black or white.

Icons are vector-based and therefore scalable with no loss of quality.
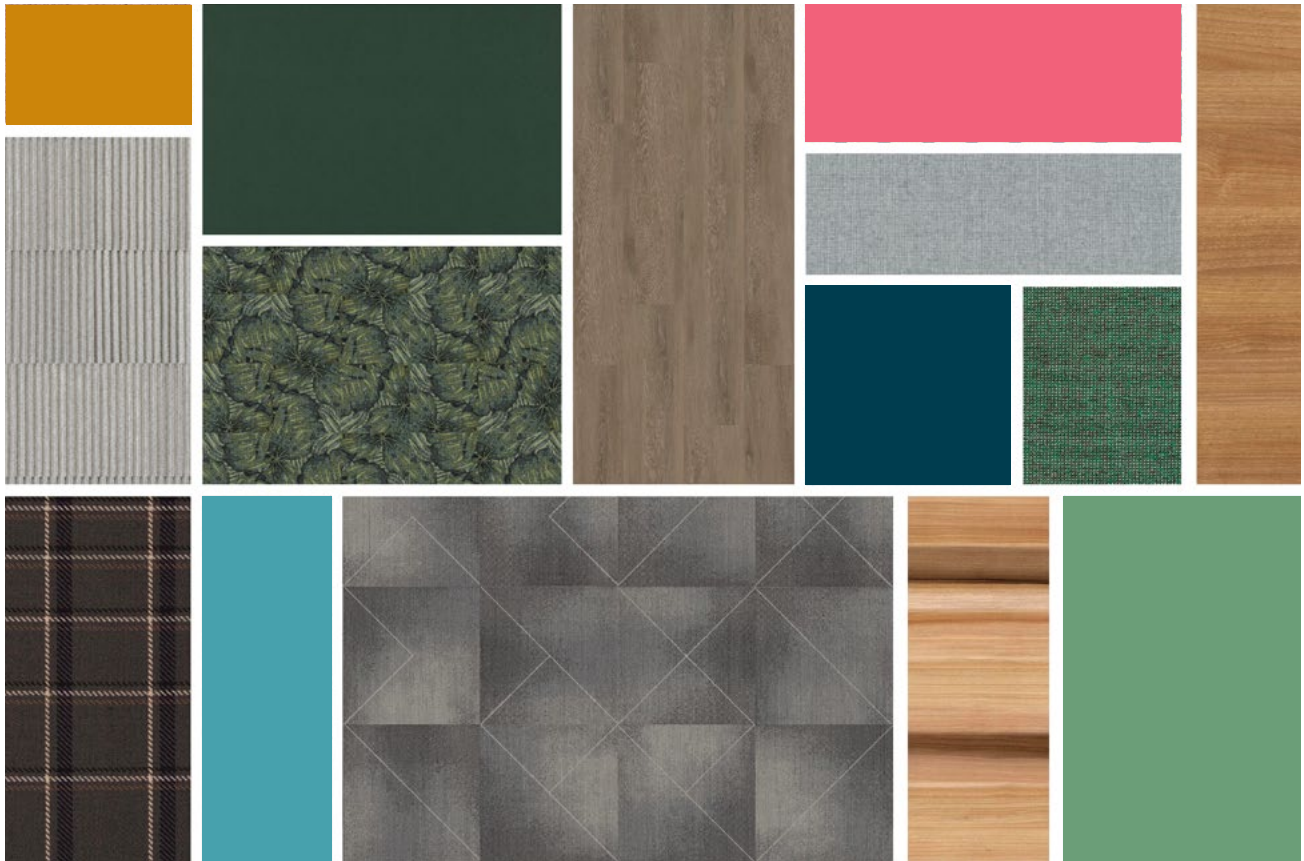
Workplaces

Style
Color accents
Signage
Values

Set the mood

Creating a calm, comfortable work experience is essential to the wellbeing of our teams.

The moodboard opposite gives examples of color and texture to consider in the workplace.

The images opposite and on the following pages are taken from our home office in Chicago.

The first impression

Reception spaces should always feature a clearly visible logo and flat color or graphics in our corporate colors.

The first exposure candidates, recruits, customers have to us.

Use the images opposite and on the following pages to inspire your workspace fitout and briefing of interior designers.

The first instance of a visitor experience should make it obvious they are at Thoughtworks. The logo should be clearly visible.

Depending on your region or cultural preference you may prefer a vector-based mural.

Logo color recommendations

Preferred: Wave blue background, flamingo pink and mist gray logo.

Gloss black and other dark reflective surfaces.

Dark concrete and other industrial raw finishes.

Light concrete and other lightly painted surfaces.

Wood

Stainless steel and other mid-tone reflective surfaces.

Ensure the logo is clearly seen.

Different surfaces may require a certain logo color to ensure the Thoughtworks logo is clearly seen and our brand is well represented.

Use the samples opposite as a guide to making the best choice for your workplace.

Ideally, only the flamingo wave logo or the flamingo mist logo should be used for reception and other first contact branding.

Logo build recommendations

Three dimensional, individual perspex shapes and letters. (Painted brick shown)

Two dimensional, individual adhesive vinyl shapes and letters. (Frosted glass shown)

Flat or three dimensional?

Different surfaces may require different logo applications.

Smooth, flat surfaces will be suitable for a flat vinyl. Rougher surfaces may work better with a physical three dimensional installation.

Three dimensional relief should be kept to 1 inch deep or less.

Creating the space

Note: wave blue columns and accent wall; turmeric yellow inspired furniture.

Note: turmeric yellow kitchen spashback and sapphire blue accent wall.

Reception, breakout, meeting and kitchen areas

Note use of earthtones accented with brand colors.

Creating the space
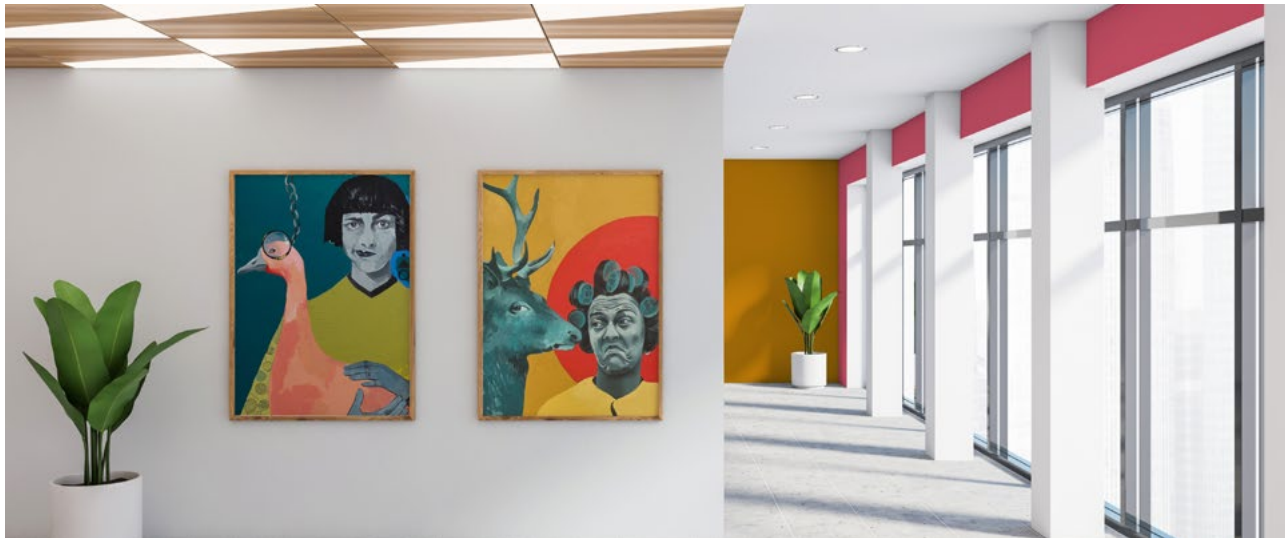
Note: turmeric yellow accent wall and "flamingo pink" accents with contemporary artwork from local and emerging artists.
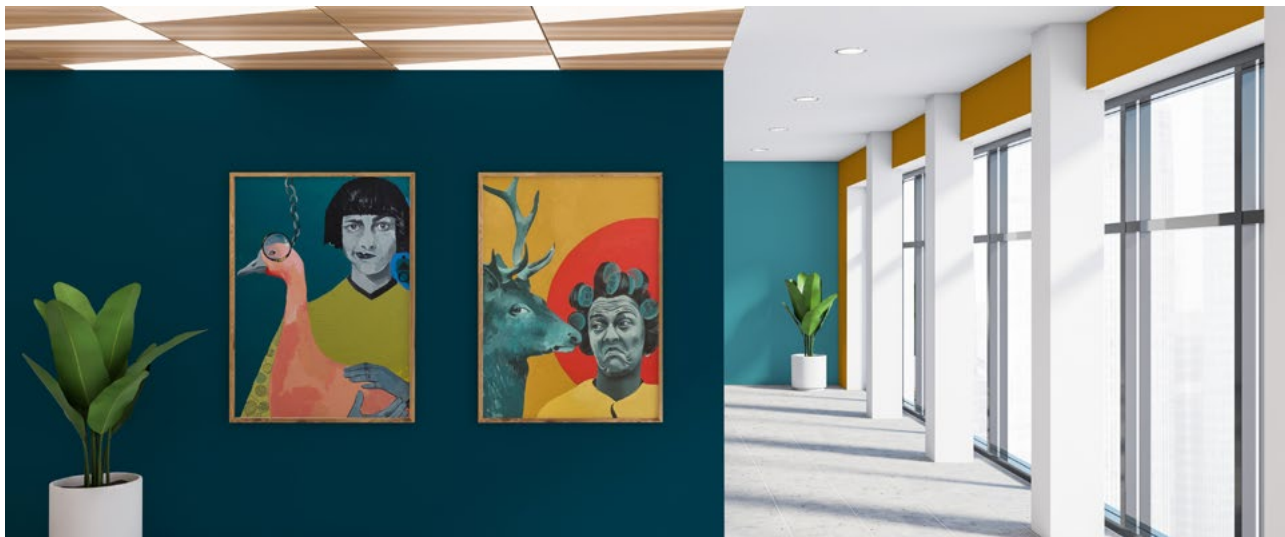
Feelings of light and dark can be achieved by experimenting with color.

Consider the overall tone and feeling of the space.

Color in large areas can affect the overall feeling of a space, creating powerful impact or feelings of air and space.

Our love of creativity and culture can be further expressed with local art.

Creating the space

Breakout areas can feature soft furnishings inspired by our colors. Note: turmeric yellow rug.

Accent walls can help create meeting room identifiers: "let's meet in the jade green room".

It doesn't need to all feel like work

Plants and ornaments along with soft furnishings make our workplace feel more like home.

Creating the space

Note: mural in brand colors and turmeric yellow accent wall.

Team work areas

Vector graphic illustrations can be used to add a mural to your workspace.

These murals can be abstract like the example shown here or convey cultural references to a location.

These must follow the guidelines previously described on page 16 and 17 in this guidebook.

Office signage

Meeting room 6

Post room

Server room

Signage should always be clear, simple and contain both text and icon.

Icons can be obtained from remixicon.com

Typography should always be Inter Bold as shown in the examples opposite.

Iconography is important for visitors who may not speak the local language.

Artwork templates are available from brand design team.

Please contact your local marketing department should you require anything specific.

We should add braille wherever possible at standard heights and sizes.

Sustainability

We must take steps and make choices to limit and mitigate our climate impact.

At a material level we should move as much as possible to raw, natural materials like timber, glass and also recyclable metal, giving particular focus to materials that also have good end-of-life recyclability.

Lighting in all instances should be soft and responsive and HVAC where possible should have the ability to be controlled by smart systems.

Values

We are a diverse organization and we celebrate this. The space should reflect that celebration by being truly inclusive.

Our meeting rooms must always have adequate lighting to light room occupants so as they are easily visible to remote participants, as well as sufficient acoustic treatment to make for clear remote audio and a pleasant local auditory experience.

We have to have amenities both for our visiting clients as well as the communities we welcome into our space.

Events

Paradigm*Shift*
Live
XConf
Away day
Banners/standees

The main events

The three main events at Thoughtworks carry their own identity marks.

Always and only use the approved logo for the three main events at Thoughtworks. Promoting them should follow in the general styles previously explained in this manual.

The event branding must be positioned away from the main Thoughtworks logo. It should appear bigger than the Thoughtworks logo if possible.

Use the event logo within the image parts of your designs to ensure seperation from the typographic and Thoughtworks branded area.

All other events will use standard Thoughtworks brand style. Brand identity creation for individual events is not permitted.

Away days

Pop-up Banners

Agenda chairdrops or posters

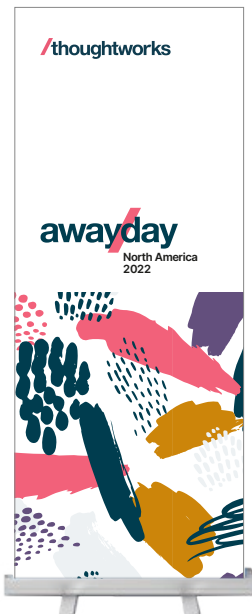**Our internal social events use a logo inspired by our three main external events.**

Always and only use the approved logo. Promotional items should follow our core Thoughtworks design style previously outlined in this manual.

The event branding must be positioned away from the main Thoughtworks logo. It should appear bigger than the Thoughtworks logo if possible.
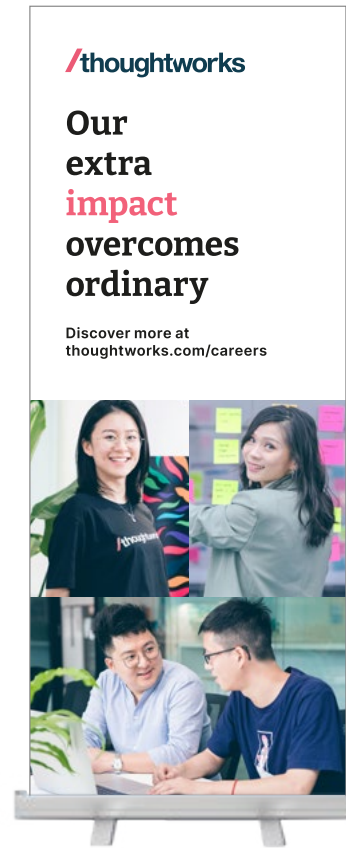
A location and date can be positioned under the main text.

Pop-up banners and standees

/thoughtworks

awayday
North America
2022

/thoughtworks

Your extra wellbeing overcomes ordinary

**Discover more at
thoughtworks.com/careers**

/thoughtworks

Our extra impact overcomes ordinary

**Discover more at
thoughtworks.com/careers**
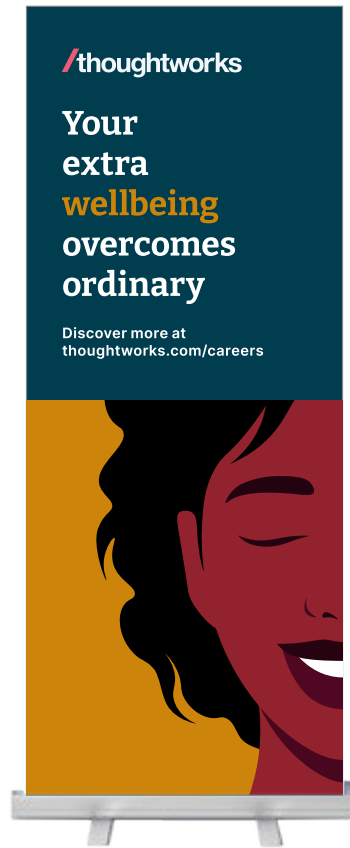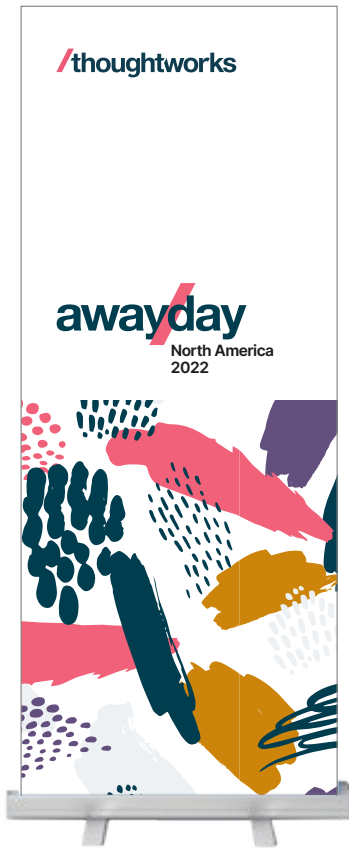
Pop-up printed banners and standees come in a variety of sizes depending on region.

The examples opposite are for inspiration.

Our core 50/50 design method should be used.

Always consider the standing height of a person. Keep all information in the top half of your design.

Avoid putting critical information towards the bottom of the design, it becomes hard to read and may get caught in the mechanism of the stand.

Illustrative visual elements may be more reuasable in the long term. Photographs of people, whilst authentic, can prove problematic if people leave the organization.

Merchandise

Tee shirts
Tote bags
Stickers
Badges
Lanyards

Branded merchandise

We love to show off our branding.

A simple large centered logo or small logo to one side on the chest. If you prefer something more discreet, consider placing the logo on a sleeve or bottom hem.

The flamingo pink and white logo variant can **only** be used on a wave blue or black shirt.

Other shirts in our brand colors can be ordered but these **must only** use the white logo.

The sleeve URL should be in white. You do not have to include the URL.

If your vendor cannot match brand colors consider defaulting to a black or white shirt. Or asking your vendor for a close match.

Illustrative tee shirts are also an option. Ensure your graphics follow our house style for illustration as outlined on page 16.

Stickers and badges

Generic option

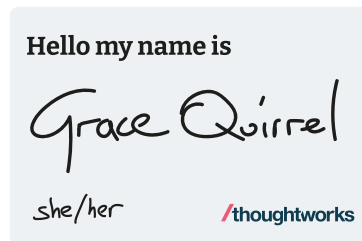Image option (Image may be from event etc)

Stickers and badges should ideally be simple, in our core brand colors and feature our logo.

Avoid producing large numbers of items for a specific event.

Please reach out to your local marketing and brand team to order stickers and badges.

Always use a black Sharpie pen to write on your name badges.

Lanyards

White   Black   Wave   Flamingo   Turmeric   Amethyst   Jade   Sapphire

For security reasons some events and offices require us to have identification.

Event name badges or official building identity badges require a lanyard.

Lanyards should be produced in any of our brand colors with a simple logo repeated along its length.

If a lanyard is in wave blue or white it can feature the flamingo colored graphic with mist gray or wave blue text as shown on the image opposite.

All other lanyard colors should feature a completely white logo.

If your vendor cannot match lanyard color to our Pantone colors please default to a white or black lanyard.

Communities and groups

Design considerations
Naming guidelines

Text, not a logo

Campus

Simply typeset your community or group name in our Bitter bold font

vodQA®

You can use a brand color if you wish. If your group has a legally registered name, add the appropriate mark in superscript.

Global demand support

Global demand support

Compliment your community or group name with a vector or photographic image. (Email banner shown in this example)

Naming guide for trademarks
For a name to be protected as a trademark, it must not be already in use for the same type of product, descriptive or generic.

Therefore, we must avoid using names that are already in use in our field. A simple Google search will often help ascertain this information.

To be protectable as a trademark, a product name must be either fanciful (made up words, such as Rogaine for a hair growth treatment) or arbitrary (real words that have no relationship to the thing they identify, such as Apple for computers). On the contrary, descriptive names (such as "The Fresh Food Company" for a grocer) or suggestive (such as "Fresh" for a refrigerator manufacturer) which describe or very strongly allude to what the product or service does, are not protectable as a trademark.

Please check all new proposed names with **corporatecommslegal@thoughtworks.com** before using them externally.

Thoughtworks does not typically register marks for tools or software offerings. When we use the mark with "Thoughtworks" it is already protected as part of the Thoughtworks family of marks.

Therefore we need to incorporate Thoughtworks in every new brand name, for example "Thoughtworks [X name here]". If we do this then there will be no reason for us to seek independent protection for any of the names of tools and processes that we use.

If a business decision is made to market a stand-alone product, it's important to involve global brand and legal teams at the earliest opportunity via the email above.

The Thoughtworks visual identity doesn't allow the creation of logos for products, communities and groups.

Always simply typeset your product, community or group name in our main headline font style.

Do not add a "/" to the start of your products, group or community name in an effort to make it feel more "Thoughtworks".

Content creation

Writing basics

Writing guide basics

Alongside the official **Thoughtworks writing guide** which goes into finer detail, the points below should be always considered when producing materials of any kind.

Writing the company name
Uppercase T, lowercase w.
"Thoughtworks"

Thoughtworks may be shortened to "TW" with capital letters. This should only be used internally and never in an external facing piece of communicaiton.

TW, not tw, not /tw, not Tw
TWers, not twers, not /twers, not Twers
TWU, not Twu, not /twu

Use of English
Our corporate language is US English.

Date format
Month date, year
June 20, 2021
Sunday June 20, 2021

Numbers
We follow the Associated Press guidelines. Numbers of single digits should be spelled out and double digits in numerical format.
e.g Two, 34.

Headlines
Sentence case. No need for period at the end of a headline.

Subheadings
Sentence case.

Bodycopy
Sentence case.

Captions
Sentence case.

Hyperlinks
(see Page 6 for more info)
Look like this example. Underlined for PDF documents

Looks like this example. The color **changes to dark flamingo** on rollover for web sites

Sentence case?
All text should be set in sentence case. This means no initial caps within sentences unless it's a trademark/product/placename/person name.

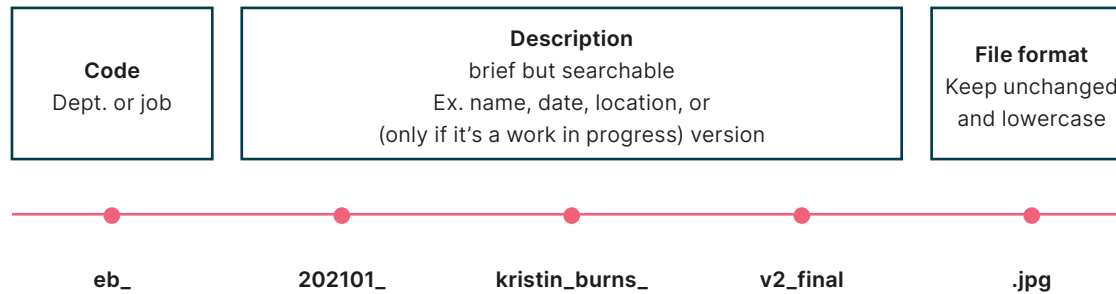**Yes**
We have fantastic software products.

No
We have Fantastic Software Products.

File management

Naming documents

File naming

Code Dept. or job	Description brief but searchable Ex. name, date, location, or (only if it's a work in progress) version	File format Keep unchanged and lowercase
eb_	202101_ kristin_burns_ v2_final	.jpg

Asset naming examples by content type

Parent folder:	tw_2021_gracehopper_conference
InDesign doc:	tw_202207_brand_guidelines.indd
Logo:	tw_thoughtworks_logo_flamingo_pink_wave_blue_full.eps
Stock image:	*Do not change from original source*
Client Story:	cs_banner_automotive_daimler.jpg
Video:	eb_vid_202009_sarah_interview.mp4
Photography:	ph_202101_chicago_office_na_final.jpg
Podcast:	pc_202011_pip_tech_exec_concepts.mp4
Article/Blog:	tw_realizing-clouds-true-potential.doc
TechRadar Issue:	tr_technology-radar-vol-23-en.pdf

Key

eb: Employer brand
cs: Client story
tw: Thoughtworks
pc: Podcast
ph: Photography
tr: Technology radar
tx: Texture
il: Illustration

Naming your files in a specific way helps everyone find what they're looking for.

Always follow the file naming method opposite to ensure our data is easily found and well catalogued.

Internal designers and agencies
For graphic design files created within Adobe CC apps. Ensure that the packaged folder and the InDesign file are properly named.

Images sourced from Adobe stock or similar image libraries should not have filenames altered.

Files should be stored within our Adobe DAM system. If you do not have access to this system Google drive can be used and links shared.

External agencies may be invited to a temporary area on our DAM system for file storage/sharing.

A global technology consultancy that integrates strategy, design and engineering to drive digital innovation.

For more information visit: thoughtworks.com

/thoughtworks